

Fox's Pizza Den - "Winning Ticket Scratch & Win" - Official Rules

No Purchase Necessary. Void Where Prohibited.

1. How to Play: Request a free game piece at any participating Fox's Pizza. Limit one game piece per customer, per visit. To receive one free game piece without a purchase, send a self-addressed, stamped envelope to Winning Ticket Promo, 1713 B Larchwood, Troy, MI 48083. Limit one free game piece per stamped envelope. All requests must be postmarked by November 15, 2009 and received by November 29, 2009. Game ends the earlier of November 22, 2009 or when game pieces are depleted.

2. Prizes: Scratch off the indicated area on the top portion of the game piece to see which of the winning discount offers you have won. The indicating area will let you know one of the following discounts you have won.

Prize/Discount - Scratch Off	# of Prize/Discounts Available*	Odds	Approximate Retail Value
"Kick-off" - Free 1 Topping Medium Pizza with Purchase of any 2 Liter Pepsi Product	120,000	1:5	\$10.49
"1st Down" - Free Small Bread Sticks with any Purchase	120,000	1:5	\$2.99
"Field Goal" - Free 2 Liter of any Pepsi Product with Purchase of any Large Pizza	120,000	1:5	\$2.29
"Extra Point" - Free 20 oz. Pepsi Product with any Food Purchase of \$5 or more	120,000	1:5	\$1.59
"Safety" - \$2 Off any Purchase of \$10 or More	120,000	1:5	\$2.00
"Touchdown" - Free Football	150	1:4,000	\$25.00
"Grand Prize" - 42" High Definition Flat Screen T.V.	1	1:60,000	\$1,500.00

*Chances of winning and the number of prizes/discounts available to be won decreases as prizes/discounts are awarded throughout the promotion.

Prize messages may be abbreviated or may vary slightly from those stated in these rules. Discount food offers are not valid with any other discount offer. Limit one offer per game piece. Unclaimed prizes or discounts will not be awarded. *Based upon number of game pieces produced. Instant win prize numbers and odds of winning are those at the outset of this promotion. The number of prizes available to be won and the chances of winning decreases as prizes are awarded.

3. Eligibility: You must be 18 years of age and a legal US resident to be eligible for prizes. You must be a legal US resident to be eligible for the discounts. If the potential prize winner is a minor, prize will be awarded to the minor's parent or legal guardian who must assume all responsibilities of the prize winner. Employees of Fox's Pizza, The Pepsi Bottling Group, PepsiCo, Inc., Pepsi-Cola Company, and each of their respective parent companies, subsidiaries, divisions, affiliates distributors, suppliers and advertising, promotional or judging agencies ("Sponsor and Promotion Parties") and the immediate family members and persons living in the same household of such employees are not eligible to win.

4. General Conditions: Discounts must be redeemed by date printed on card. Fox's Pizza discounts are only good towards future and not current purchase. Unclaimed prizes will not be awarded. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value. Sponsor reserves the right to award a prize of equal or greater value in the event the published prize is unavailable. Void wherever prohibited or restricted by law. All federal, state and local laws and regulations apply. Prize recipient will be solely responsible for paying all applicable federal, state and local taxes on prizes based upon the value of the prizes as set forth in these rules. If applicable, winner may receive an IRS Form 1099 for the estimated retail value of the prize as stated herein. No groups, clubs, newsletters, or organizations may reproduce or distribute any portion of these rules to their members and anyone

who plays this game through means not permitted by these rules is disqualified. All persons, by participating in this promotion and submitting a prize claim, agree to be bound by these Official Rules and the decisions of the Sponsor and its authorized judging agencies (the "Judges") whose decisions in all aspects of this promotion shall be final and binding. Sponsor reserves the right in their sole discretion to disqualify any individual (and all of his/her sweepstakes entries) who tampers with the entry process.

5. Verification: All entry forms submitted for redemption become the property of Sponsor and will not be returned. Scratch cards are subject to verification at the sole discretion of the Judges and anti-fraud detection devices may be used to verify winners. Scratch cards will be void if they fail to pass anti-fraud detection measures, or if found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, stolen, unissued, unauthorized, traded, bartered, sold, illegitimately obtained or illegible in any way, or if cut, torn, disassembled or if they fail to contain authorized special markings, inks and/or security codes applied to the game pieces by Sponsor in this promotion at the time of game scratch off card production. Scratch off cards will also be void if defective or if they contain printing or other mechanical errors or are printed or produced in error. No prizes will be awarded to the holder of any Scratch off piece which is determined to be void or otherwise ineligible and Sponsor shall have no further obligation or liability in respect thereof except to replace the void Scratch off card with another randomly selected piece, if appropriate, upon request. No more than the stated number of prizes in these Official Rules will be awarded, and if at any time Sponsor in their sole discretion, determines that more verified prize claims have been received than the number of prizes offered in any prize category, then Sponsor may suspend prize awards for that category until the end of the promotion, and any remaining prizes for that category (up to the total listed) may be awarded in a random drawing from among all persons who have submitted a verified prize claim for that category after prize awards were suspended. Only specially marked "The Winning Ticket" promotion pieces will be accepted and may not be combined with those from any other game.

6. Termination: Promotion commences on or about September 28, 2009 and is scheduled to end the earlier of November 22, 2009 or when the supply of specially-marked Fox's Pizza pieces have been exhausted, whichever occurs first.

7. Releases: Prize winners may be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release within 5 days of the date on the affidavit before prize is awarded. If the required documents are not returned within 5 days or if any mail is returned as undeliverable without a forwarding address, then prize may be forfeited. All winners, by acceptance of a prize, agree to release Sponsor and Promotion Parties from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while traveling to, preparing for, and/or participating in any prize-related activity. Any portion of a prize not accepted by winner shall be forfeited. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded. The winner shall bear all risk of loss or damage to prize after it has been delivered. Except where prohibited by law, winner must consent to the use of his/her name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.

8. Winners List: For a list of the major prize winners, send a self-addressed, stamped envelope before to "The Winning Ticket" promotion, 1713-B Larchwood Dr., Troy, MI, 48083.

9. Sponsor's: Fox's Pizza Den Inc., 4425 William Penn Hwy., Murrysville, PA 15668.